

IMPROVING CAREER GUIDANCE METHODOLOGY THROUGH DIGITAL TECHNOLOGIES: EFFECTIVE USE OF THE KASBLAR-ATLASI.UZ WEB PLATFORM

Saparniyazova Rakhima Makhsetbaevna

Doctoral Student, Nukus State Pedagogical Institute named after Ajiniyaz

Abstract

This article explores the improvement of career guidance methodologies through digital technologies. Particular emphasis is placed on the practical significance of the Uzbek web platform *Kasblar-atlasi.uz*. The platform introduces students to professions that meet the demands of the modern labor market, offering personalized recommendations based on their interests and abilities. The study substantiates that the successful implementation of such digital methodologies depends on the development of digital competencies among future educators.

Keywords: digital technologies, career guidance, *Kasblar-atlasi.uz*, digital competence, modern education, pedagogical methodology, labor market.

Introduction

Today, the field of education is undergoing profound global transformations. In modern society, rapidly evolving digital technologies serve not only as tools for information transmission but also as essential instruments in shaping students' life paths and professional choices. Career guidance, particularly in secondary education, remains a global challenge. In this context, the introduction of *Kasblar-atlasi.uz* in Uzbekistan represents a highly effective tool for digitally enabled career orientation.

Choosing a profession is one of the most critical decisions in a person's life. Traditional career guidance methods often rely on generalized recommendations or psychological consultations, which are not always aligned with a student's individual capabilities, interests, or labor market demands. In contrast, *Kasblar-atlasi.uz* utilizes modern algorithms and artificial intelligence to integrate students' interests, soft skills, and labor market trends, enabling conscious and data-driven career decisions.

Theoretical Background

Research by scholars such as A. Markova, I.A. Zimnyaya, and G. Selevko has shown that both personal traits and social factors significantly influence career decision-making. Digital platforms provide enhanced tools to assess these factors more precisely.

Uzbek scholars including R.X. Jurayev, J.A. Hamidov, and D.N. Mamatov have conducted significant research on integrating ICT into the educational process and improving career guidance through pedagogical psychology.

Internationally, researchers like G. Siemens, J. Bergmann, and M. Prensky have developed methods of personalized learning using digital technologies, laying the groundwork for innovative approaches to education.

Integration of Digital Technologies into Career Guidance

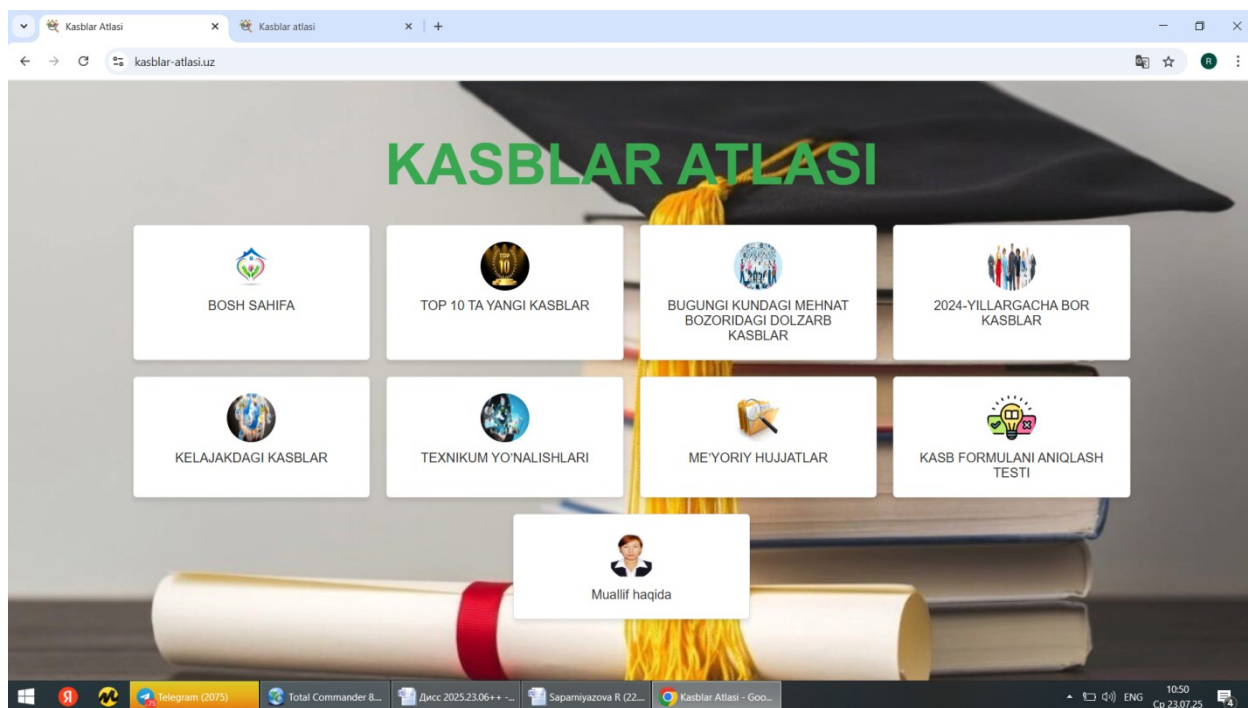
Developing digital competencies among future educators is one of the essential directions of modern education. These competencies include the ability to use multimedia tools, ensure information security, operate digital platforms, and analyze students' interests and abilities. Teachers equipped with such skills can effectively guide students toward conscious career choices.

Platforms like *Kasblar-atlasi.uz* provide students with AI-driven tests to identify suitable careers based on their personality and abilities, interactive content to explore professions, and data-driven insights into labor market conditions.

Platform Overview

To begin using *Kasblar-atlasi.uz*, one must first open the homepage using a web browser. The main page includes nine sections:

- Top 10 emerging professions
- Current in-demand careers
- Professions projected through 2024
- Future professions
- Vocational college tracks
- Regulatory documents
- Career assessment test
- About the authors



Research Methodology

The study was conducted among 8th and 9th-grade students in Nukus (Karakalpakstan), Surkhandarya, and Jizzakh regions. The following methods were used:

- **Survey (N=649):** Assessed students' interests and attitudes towards the platform;
- **Experiment:** Students used *Kasblar-atlasi.uz*, completed interactive tests, and results were analyzed;
- **Interviews:** Conducted with 45 career counselors and school psychologists;
- **Comparative analysis:** Compared decision-making between students guided traditionally and those using the digital platform.

Findings

- 76% of students who used *Kasblar-atlasi.uz* identified a career path aligned with their interests and abilities;
- Awareness of various professions increased by 2.3 times among users;
- In traditional settings, career alignment ranged between 42–47%;
- 84% of educators noted that lessons conducted via the platform were interactive and engaging.

Discussion

The *Kasblar-atlasi.uz* platform allows students to:

- Access up-to-date labor market analyses;
- Evaluate their skills through AI-powered assessments;
- Explore careers through interactive games and simulations.

However, the effective use of these digital tools depends heavily on teachers' digital competence. Educators who are proficient with such platforms play a decisive role in guiding students toward meaningful career decisions. Therefore, it is crucial to incorporate digital career guidance methodologies into teacher training programs.

Conclusion

Digital technologies—particularly the implementation of platforms like *Kasblar-atlasi.uz*—significantly optimize the career decision-making process for students. This platform is more than just a technological tool; it provides an interactive environment for self-discovery, capability assessment, and informed decision-making.

Future efforts should focus on further enhancing the platform, integrating it with other educational and occupational systems, and offering specialized training for educators and psychologists. The digital transformation of education is not just a necessity of the present but a foundation for the future.

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Rezyume: Ushbu maqolada raqamli texnologiyalar yordamida o'quvchilarni kasbga yo'naltirish metodikasini takomillashtirish masalasi yoritiladi. Asosiy e'tibor O'zbekistonda ishlab chiqilgan **Kasblar-atlasi.uz. web-saytning** amaliy ahamiyatiga qaratilgan. Mazkur platforma orqali zamonaviy mehnat bozori talablariga javob beruvchi kasblarni o'quvchilarga tanishtirish, ularning shaxsiy qiziqish va qobiliyatlariga mos yo'nalishlar bo'yicha tavsiyalar berish imkoniyatlari tahlil qilinadi. Bo'lajak pedagoglarning raqamli kompetensiyalarini rivojlantirish orqali ushbu metodikani muvaffaqiyatli joriy etish mumkinligi asoslab beriladi.

Kalit so'zlar: raqamli texnologiyalar, kasbga yo'naltirish, Kasblar-atlasi.uz, raqamli kompetensiya, zamonaviy ta'lim, pedagogik metodika, mehnat bozori.

Резюме: В данной статье рассматривается совершенствование методологии профориентации посредством цифровых технологий. Особое внимание уделяется практическому значению узбекской веб-платформы Kasblar-atlasi.uz. Платформа знакомит студентов с профессиями, отвечающими требованиям современного рынка труда, предлагая персонализированные рекомендации исходя из их интересов и способностей. В исследовании обосновано, что успешное внедрение таких цифровых методик зависит от развития цифровых компетенций у будущих педагогов.

Ключевые слова: цифровые технологии, профориентация, Kasblar-atlasi.uz, цифровая компетентность, современное образование, педагогическая методика, рынок труда.